

Participant Number: _____

Food Experiment Questionnaire

Please answer the following questions about each food item.

When considering how familiar you are with an item, think about whether you have a good idea of what the item probably tastes like. You can still be familiar with an item even if you do not recognise the brand, or if you have never consumed that particular item before.

Each of the items has been placed on the trolley in the same order as they're pictured below. Please feel free to pick up the items and look at them.

1		<p>How familiar are you with this item?</p> <table><tr><td>1</td><td>2</td><td>3</td></tr><tr><td><i>Not at all</i></td><td><i>Somewhat</i></td><td><i>Very</i></td></tr></table> <p>How often have you consumed this item?</p> <table><tr><td>1</td><td>2</td><td>3</td></tr><tr><td><i>Never</i></td><td><i>Sometimes</i></td><td><i>Frequently</i></td></tr></table>	1	2	3	<i>Not at all</i>	<i>Somewhat</i>	<i>Very</i>	1	2	3	<i>Never</i>	<i>Sometimes</i>	<i>Frequently</i>
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How familiar are you with this item?

1 2 3
Not at all *Somewhat* *Very*

How often have you consumed this item?

1 2 3
Never *Sometimes* *Frequently*